

LEO BURNETT COMPANY, Inc.

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# IT WORKS JUST LIKE A CIGARETTE HOLDER WORKS.

The Parliament cigarette has its own holder.

Like all cigarette holders, ours  
does more than just look fashionable.

It has a sturdy outer shell. Tough  
enough to bite on.

Inside, there's our recessed filter.  
*It's tucked back, away from your lips.*

So you never taste filter. Just good,  
clean Parliament flavor.

The Parliament cigarette holder.

It works.

King Size and Charcoal 100's.



King Size: 10 mg. "tar," 1.1 mg. nicotine av. per cigarette. 100 cigarettes per pack.  
100's: 10 mg. "tar," 1.1 mg. nicotine av. per cigarette. 100 cigarettes per pack.

